

**The revolutionary R35 was born:
the first Princess R Class performance sports yacht
Designed by Pininfarina**

The two giants of luxury join forces to create Princess' first Cabrio of the sea

Yacht Manufacturer: **Princess Yachts**

Design of the exteriors: **Pininfarina**

Technology innovation: **Ben Ainslie Racing Technologies**

Turin, June 25, 2018 – A brand new form of luxury transport experience in water: the first **Princess R Class performance sports yacht** that will make its debut at the **Cannes Yachting Festival in September 2018**. The R35 is the result of a prestigious collaboration between **Princess Yachts**, the British giant in luxury motor yacht manufacturing, **Ben Ainslie Racing Technologies**, the nautical experts behind Britain's bid to win the America's Cup, known as the Formula 1 of sailing, and **Pininfarina**, the Italian luxury design house.

"The R35 is a rare mix of extreme elegance and technology. Often design is a triumph of beauty over function or function over beauty. Princess has been able to develop a technologically game-changing yacht that is also stunningly beautiful. It is in every way a new experience, yet also instantly recognizable as a Princess" affirms **Antony Sheriff**, Executive Chairman of Princess Yachts.

"With the R35 we wanted to convey pure Emotion. With the capital E" explains **Paolo Pininfarina**, Chairman of the Group. "The emotion felt by a child the first time he sees an airplane. The surprise for the unknown together with the wonder for the beauty and the power. The R35 embodies these three factors: an avant-garde yacht with an astonishing skin and a sprinter's heart."



The R35 was born under the imperatives of **innovation** and **revolution**, able to combine **astonishing design, unmatched quality, and advanced technologies** to deliver a completely **unique experience**. Princess's R35 stands with pioneering spirit as the **progenitor** which opens up **a new era** for the company's product offering and the yacht market as a whole.



The **exteriors** of the R35 have been designed by Pininfarina which, for this project, looked at its origins towards the obsessive attention for **aerodynamics** of its founder, Battista “Pinin” Farina, who shaped the DNA of the company, based on **pure** and **elegant** lines traced at service of **speed** and **performance**.

As for sports cars, beauty must always be integrated with function. Following this approach Pininfarina created and optimized by means of the latest **Computational Fluid Dynamics** techniques, **forms shaped by the wind**, introducing **air intakes** in the yacht bulwark with a dual purpose: **functional**, as they collect air for the engines and operates as air-ejector systems that blow away tail vortex improving aerodynamic behavior, and **aesthetic** as the wing that covers the air intakes shapes the boat deadwork becoming the **real mark of the project** turning it in a **new icon**.



Princess and Pininfarina share common values as the continuous search for beauty and innovation. The first-born of this exclusive collaboration was crafted to be the best in class. A R-evolution in the sector.

Pininfarina - Nautical

Pininfarina is an internationally renowned design house, since 87 years emblem of the Italian style in the world, with offices in Italy, Germany, China and the United States. Masterpieces for prestigious brands such as Ferrari, Alfa Romeo, Maserati and BMW were born from Pininfarina's pencil. In 1986 the third generation of the Pininfarina family founded Pininfarina Extra to extend the company's competence outside the automotive world. In over 30 years of activity, Pininfarina Extra has developed over 600 projects under the guidance of Chairman and Managing Director Paolo Pininfarina (now Chairman of the Pininfarina Group). The company's main activities include Transportation design (yachts, aircraft, private jets and people movers), Industrial design (electronics, sports goods, furnishings, equipment and machinery, consumer goods, graphic design and packaging), Architecture and Interiors (residential projects, hospitality, sports and commercial structures).

Pininfarina has been working in the nautical sector since 1988 collaborating with leading partners such as Beneteau, Primatist, Fincantieri and Persico Marine.

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